

Homecare Data

Delivering Extra Value



Introduction

Homecare is one of the most useful datasets available. The importance of Homecare services for patients and Pharma companies is significant. This has unsurprisingly increased as a result of the pandemic, as more patients are continuing to administer medicines at home.

However, we tend to find that when we engage with a client/prospect, the homecare data they are receiving can vary massively in terms of content and frequency, even when it is from the same provider. And some of the smaller providers do not have the richness of data the larger providers do.

As a rule of thumb, 30% of medicines are either not taken or not taken as they should be. This is a huge waste and one that often tarnishes the industry.

By ensuring patients are prescribed the right drugs, take the right doses, and highlight when interventions are needed, Pharma companies can improve perseverance with treatment.

Investing In Homecare

In the coming years, the demand for patient care is projected to increase significantly, mainly driven by the UK's aging population, in combination with the everlasting NHS backlog. With this in mind, now is a great time for Pharma companies to delve deeper into this service. Let's take a closer look at some benefits of adopting homecare for Pharma companies.

Increased demand: as the population ages and chronic diseases become more prevalent, the demand for homecare medicine is increasing. Patients who require long-term treatment for chronic diseases such as cancer, diabetes and multiple sclerosis often prefer to receive treatment in the comfort of their own homes, rather than in a hospital or clinic. This trend is expected to continue, meaning Pharma companies which offer homecare medicines will have a significant advantage in the market.

Competitive advantage: providing homecare medicine can help Pharma companies differentiate themselves from their competitors and offer a more comprehensive solution to patients; this can undoubtedly help these companies increase their market share and improve their overall brand image.

Improved patient outcomes: homecare can help improve patient outcomes, such as reducing hospital readmissions and enhancing patient satisfaction; this can benefit Pharma companies by improving their reputation and increasing loyalty.

Revenue generation: homecare can generate significant revenue for Pharma companies. In addition to the revenue from selling drugs, companies can also earn revenue via providing services such as training and education for patients and caregivers, monitoring and managing patient data, as well as providing medical equipment and supplies.

Partnership opportunities: Pharma companies are able to partner with homecare medicine providers to develop new products and services which meet the needs of patients; these partnerships can lead to innovative solutions and increased revenue for both companies.

Measuring Meaningful Metrics

Homecare provision isn't cheap, any insights gained therefore give real commercial advantage. The main insights that drive benefits are around *adherence* to the drug regime rather than simply measuring cash sales.

So, as well as simply measuring cash sales, other metrics to look at are:

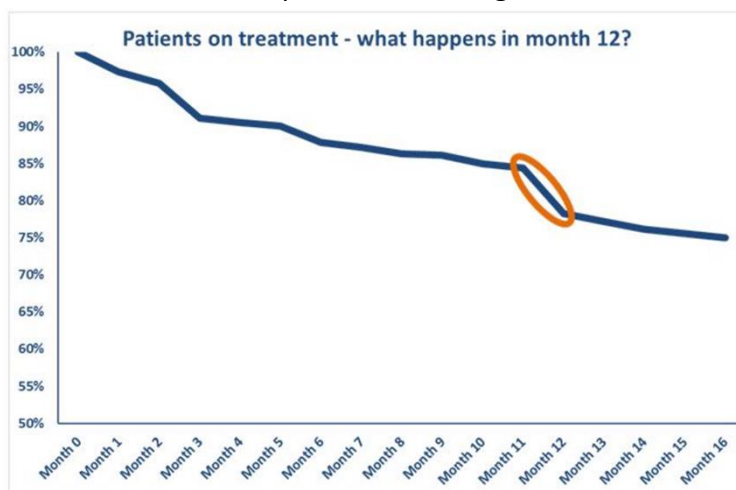
Persistence

This can be used to estimate a patient's value. We have worked on projects where the persistence was radically different to expectations.

The chart you see below is from a presentation we did at the BHBA conference a number of years ago. The message from this was that the big drops in persistence at month 3 and month 12 were key findings and lead to the introduction of a number of patient focused initiatives to help support patients with their treatment.

In reality the product didn't stop working for 10% of patients after 11 months. This shows both the power of data, and the need for appropriate interpretation and action.

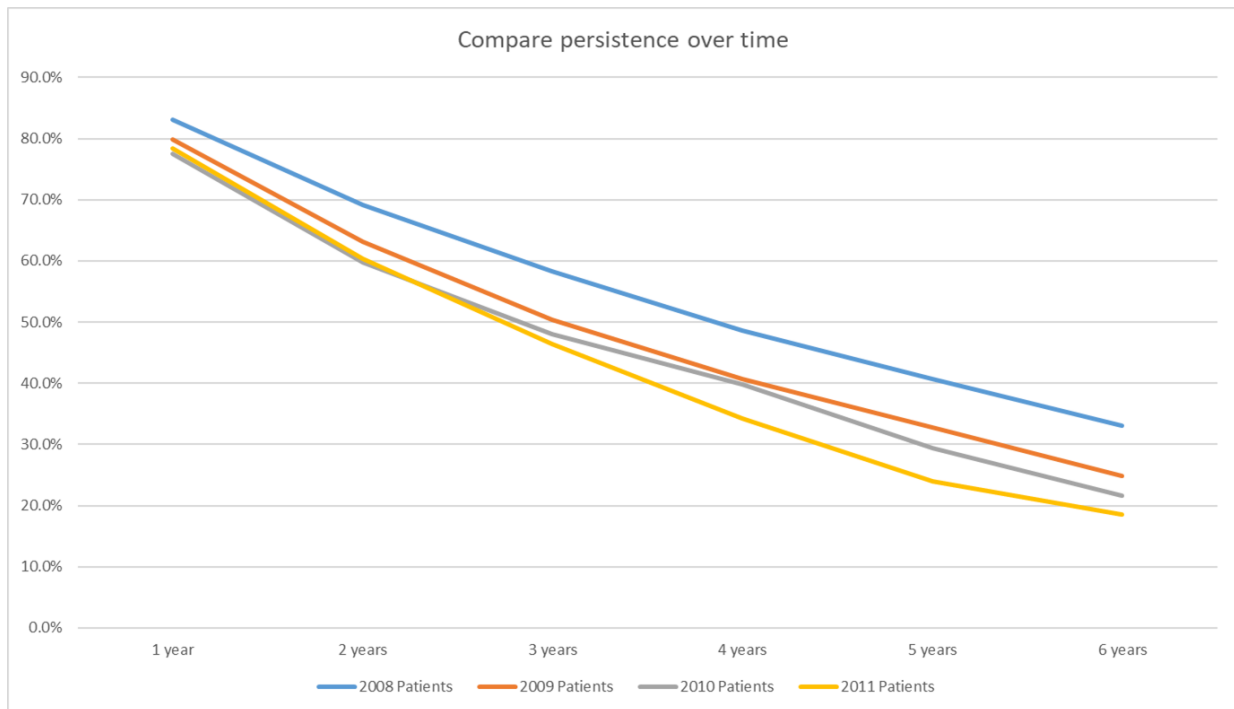
Persistence is a great metric to aid with long term planning. Chances are for many products you will have made assumptions about length of treatment. Homecare data lets you see this in real life and adjust forecasting assumptions.



When it comes to short terms planning, homecare data also has good value, but a word of caution. You might expect that if a patient is on a 4 weekly delivery cycle a delivery order on say 1st Jan would be followed by a delivery on 29th Jan (Sounds logical right). What we have tended to find in analysis is that very much isn't the case. The patient might have their next delivery 26th, 27th Jan or even

early Feb. So, although you can probably try and forecast the next delivery for each patient and thus the majority of your sales, there will be some deviation.

By measuring persistence over time (say comparing it year on year), you will be able to see any changes. If a trend is forming, you might even decide to forecast next year's persistence. In the data below we can see persistence was getting worse year on year.



Starts/Stops

We then have some trusty metrics like starts & stops.

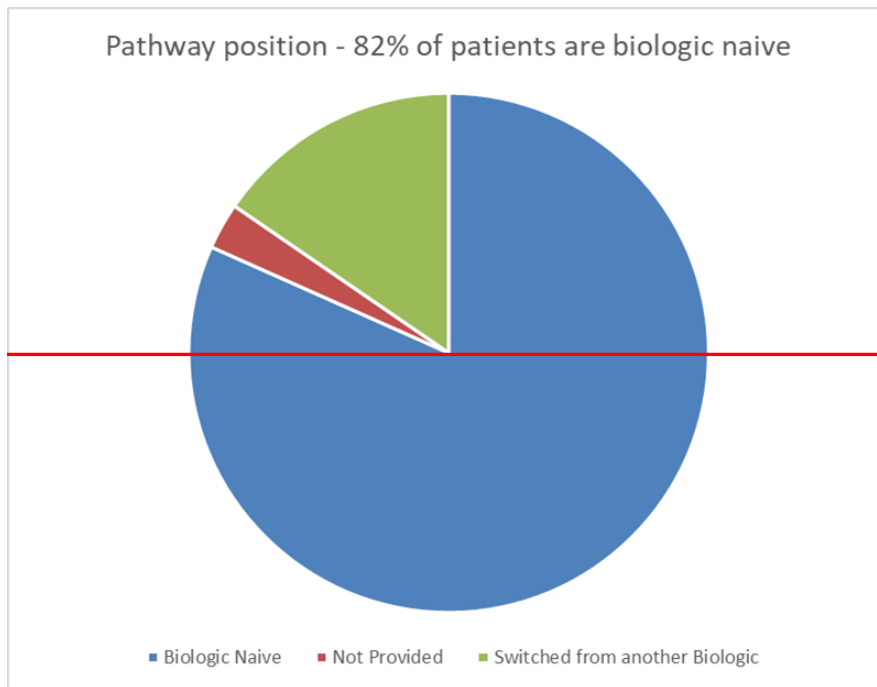
Starts – a good metric in an incentive scheme as it's the one most influenced by your KAM's.

Stops – often with a reason for stop which can be a useful insight.

Pathway Status

One other metric that can be insightful for many markets is pathway position. No doubt your marketing activities anchor on positioning your product at a certain stage of treatment. Knowing if you are the first in class treatment for the patient, or a switch from a competitor is super useful, especially at an account level.

Tracking this over time can also be useful in measuring the impact of a change in your strategy, or perhaps even a change made by competitors.



Indication data

Indication sales is like the holy grail for pharma; one of the last missing pieces of data. Homecare data gives you this for your brands. Whether you use it to help measure separate sales forces, or to validate 3rd party data you buy.

Closing thoughts

Could we get to a point where purely homecare is offered as the delivery option? This has a number of big benefits:

1. Quality of data and insight you get.
2. Covid benefit – keeping people out of hospital is likely to move up the agenda going forward.

Conclusion

Insights from Homecare analysis means Pharma companies can demonstrate that compliance is as it should be, whilst understanding what & when the risks occur and intervene appropriately.

The benefits are:

- Demonstrate high compliance levels
- Understand the risks of declining compliance
- Ensure timely intervention when issues are raised

- Compare homecare providers
- Forecast brand growth

By providing patient support at critical points in time, more patients will continue taking their medication and benefitting from it, driving significant benefits to the Pharma industry, healthcare providers and patients.

To discuss [Homecare Analysis](#), or any other Business Intelligence needs, please contact us at |01483 528302 | info@csl-uk.com | www.csl-uk.com |